LEO BURNETT U.S.A.
Ad No. 1557-(PACKED WITH FLAVOR)-Req. No. 79513-I page-4/color-(9 3/4 x 11 1/4 inches)-Supplements
1983

Packed With Flavor.

A good measure of tobacco flavor. You taste it the moment you light up.
You taste it with every puff you take.
That's what you get with MERIT.
Taste way out of proportion to tar.
If you smoke for flavor, you'll know.

Nothing halfway about it.

MERIT

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7 mg "tar" 0.5 mg nicotine av. per cigarette, FTC Report Dec'81

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health

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